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What's black and white and read all over? TxDMV releases new general-issue plate

What's black and white and read all over?

"The Texas Classic," the new general-issue license plate released by the Texas Department of Motor Vehicles (TxDMV).

The Texas Classic is white with black lettering, and features the Texas star, state silhouette, and "The Lone Star State" slogan. It also comes with a new security feature.

The TxDMV is currently shipping The Texas Classic plates to the state's 254 county tax offices. But don't rush out to get it. To save taxpayer money and avoid waste, counties must first exhaust their inventory of the current general-issue plate before issuing the new one.

For the fashion conscious, the black and white plate's classic design will go with any color car or light truck. If you think of yourself as a little retro then this plate is sure to match your taste. And if you just want a simple, easy-to-read license plate, this is the one for you.

While the TxDMV does not expect any license plate design to please everyone, The Texas Classic offers something for all Texans: Public safety.

"The TxDMV Board unanimously approved this plate design because it meets high standards for public safety, and that is our first priority," said TxDMV Board Chairman Victor Vandergriff.

"The majority of the almost 22 million registered vehicles in Texas display the general-issue plate," Vandergriff added. "The Texas Classic plate design isn't colorful like some of the specialty plates or the current general-issue plate, but it is a purposeful license plate that is supported by law enforcement."

The Texas Classic includes:

- Two new, high-visibility security threads embedded into the license plate sheeting that join
 existing security features. Texas is the first state in the country to provide dual security
 threads, making it easier for law enforcement to spot legitimate plates.
- Bigger plate numbers. The plate letters and numbers are a full inch wide and just over 2 ½ inches tall.
- A new license plate pattern. Plates will be issued with three letters followed by four numbers.
 By keeping the letters and numbers separate in the alpha-numeric pattern, the seven-character license plate number is easier to remember. This is convenient for plate owners, and also provides better recall for law enforcement and citizen witnesses.

The TxDMV believes many Texans will embrace The Texas Classic. The top-selling license plate design for the state's specialty plate marketing vendor, My Plates, is a black and white design.

Texans who prefer to have a different plate design may choose from a variety of specialty license plates available from the TxDMV or My Plates. Currently, there are about 1.2 million Texas vehicles with specialty license plates. Specialty plates have the added advantage of personalization, which is not available on the general-issue license plate.

Those who like the current multi-colored, general-issue plate can keep those plates until they are due for mandatory replacement. All state license plates are replaced every seven years due to a loss in reflectivity.

More information on license plates, including The Texas Classic, are available at www.TxDMV.gov.

The Texas Department of Motor Vehicles (TxDMV) is charged with overseeing the state's motor vehicle services that provide consumer protection, assist motor vehicle-related businesses and raise revenue for the state. For every \$1 it spends, the TxDMV returns \$10 to build and maintain highways, roads and bridges and provide needed services to Texans. Each year the agency registers almost 22 million vehicles; regulates vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; issues oversize and overweight permits; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at www.TxDMV.gov.

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ATTN MEDIA: The plate image, FAQs and other information on The Texas Classic are available in the Media section at www.TxDMV.gov.